

# BOLT

## Effortless access to your content

Locate it easily, present it effectively, and deliver it quickly.

## What is BOLT?

With BOLT you can secure, curate and share content without needing any technical expertise. Blue Lucy takes care of the integrations, automation and workflows for you. All you need is a web browser.

- An easy to use media portal
- A responsive, intuitive, web-based UI
- A global gateway to your content library
- An accessible, simple to use platform



### Receive

- BOLT provides an intuitive upload function that ensures that essential metadata is captured together with the content.
- You can send content request links to your production partners along with technical parameters and metadata requirements to simplify acquisition.
- With an integration into BLAM, upload can trigger workflows on arrival, so your media hits the ground running.



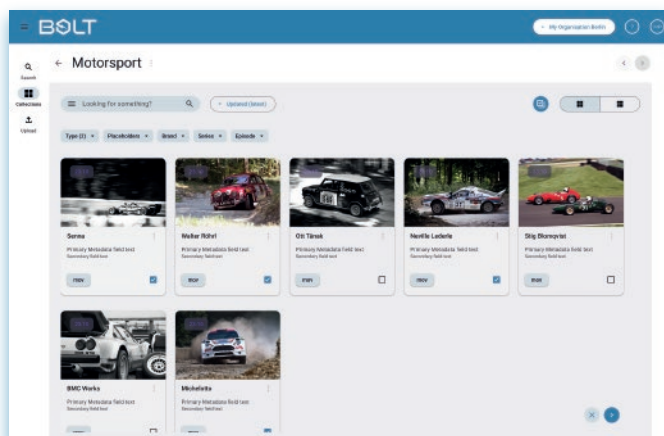
### Review

- BOLT is your secure content library allowing your team to access your inventory through a web browser.
- The portal's super simple operation and focussed functionality means sales teams can search and present material with ease.
- No need to request content from the media operations team or learn advanced toolsets. Simply log in and search.



### Share

- BOLT provides a simple platform for content owners to showcase and monetise your content catalogue.
- Sharing with media buyers is as easy as adding items to a shopping cart.
- Send secure links to virtual screening rooms to your prospects



BOLT features an intuitive, responsive, white-label UI

## What does this mean for you?

### Access

Connect your commercial media teams with your content

### Efficiency

Eradicate wait times for content delivery from technical teams

### Simplicity

Eliminate training and onboarding for operators

**Unmanaged content is content at risk. It's unregistered, it's not tracked, it's not discoverable. More importantly its value cannot be realised and without security it could be lost or leaked.**

Follow a series of simple steps using BOLT's straightforward user interface to maximise the accessibility, traceability and value of your media.



### Identify

Select the material you need to bring under management or ingest your entire catalogue to sort through later



### Upload

Bring the material into BOLT so it's securely stored in your preferred cloud storage solution.



### Enrich

Add metadata simply and intuitively using BOLT's metadata tools or utilise our suite of automation and integration tools.



### Curate

Review and organise your content inventory.



### Deliver

Create a virtual collection to showcase your media to support of sales, or fulfil orders with delivery workflows.



### Report

BOLT will provide reporting for delivery receipting.

## The Blue Lucy Ethos

At Blue Lucy we like to challenge the conventions of solving business problems for media operators. As a sophisticated integration and orchestration platform, our BLAM product redefines the content supply chain to deliver business value right from the start of every implementation. BOLT addresses another fundamental operational need – accessibility. BOLT reconnects media teams and the executive with their content, and it couldn't be simpler to use.

BOLT operates as a standalone application, but also benefits from native integration with BLAM. For existing BLAM users, BOLT is a great add-on for operators and executives who don't need full access to all functionality but want to perform simple tasks and explore their inventory. Similarly, standalone BOLT users may find their needs expand and can move on to deploy a full BLAM implementation, secure in the knowledge that both systems integrate fully.